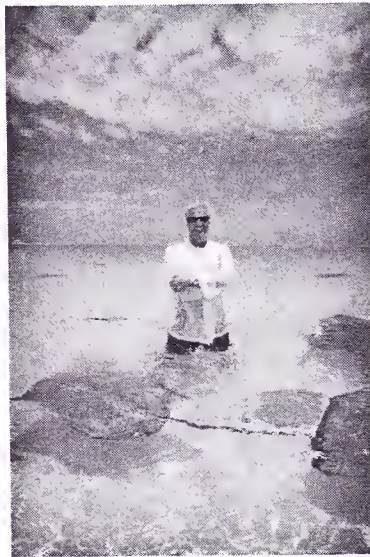




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CAYMAN ISLANDS HOSTS THIRD ANNUAL CAYMAN COOKOUT WITH CHEF ERIC RIPERT
Cayman to Host the Caribbean's Premiere Culinary Event in January 2011



New York, New York – October 18, 2010 – The Cayman Islands is proud to host the third annual Cayman Cookout, to take place January 13 – 16, 2011. This epicurean weekend will once again be hosted by celebrity Chef Eric Ripert, creator of acclaimed Grand Cayman restaurant, Blue. Brought to you by the Cayman Islands Department of Tourism, The Ritz-Carlton, Grand Cayman, and *Food & Wine* magazine, Cayman Cookout gives guests from across the globe the opportunity to indulge in unparalleled cuisine prepared by some of the world's top chefs in the most intimate of settings.

Guests will enjoy four days of mouth-watering indulgence and personal encounters with participating world-class chefs and sommeliers amidst the blissful surroundings of the Cayman Islands. Eric Ripert, together with culinary masters Anthony Bourdain, José Andrés, Rachel Allen, Susur Lee, Michael Schwartz, Charlie Trotter, *Food & Wine* magazine's Gail Simmons, and wine and spirits experts Ray Isle, Anthony Giglio, Denis Cakebread, and Bo Barrett will take visitors on a delectable journey all over Grand Cayman with demonstrations, tastings, and excursions.

An unparalleled experience for foodies and travelers, Cayman Cookout will allow visitors to absorb up close and delight in the extensive culinary knowledge exhibited by the world's most talented chefs and sommeliers. Some of Cayman Cookout's memorable events will include:

- A gourmet picnic at Starfish Point with charming host, Eric Ripert.
- Chef José Andrés cooking up a Spanish fiesta on Seven Mile Beach.
- A behind-the-scenes gossip session with Top Chef judge Gail Simmons and Top Chef finalist and Eric Ripert protégé Jennifer Carroll as she unpacks her knives to recreate her winning dish.
- A casual Caymanian cocktail party in a giant sandcastle.

- A candy-themed evening of opulent sweets, tantalizing pastries, and drinkable desserts.
- Anthony Bourdain taking over the kitchen at Periwinkle, Ritz-Carlton, Grand Cayman.
- Michael Schwartz hosting guests at his acclaimed restaurant, Michael's Genuine Food & Drink.
- An extraordinary Cayman Cookout Gala Dinner, the highlight of the weekend – a seven course meal prepared by Chefs Ripert, Allen, Andrés, Lee, Schwartz, and Trotter.
- A champagne brunch cook-off in search of the ultimate local chef.

Additional events will be held throughout the weekend and will include a mid-afternoon tasting of South African All Stars wines; a mixology lesson with Anthony Giglio; dinner with Susur Lee; and more.

With more than 150 restaurants, unwinding with a good meal in the Cayman Islands can include chic five-star dining as well as a more casual venue under the stars, or even a themed event. From traditional Caymanian seafood, to Caribbean and Thai, Italian or New World, discerning diners are sure to find something to fit their taste.

For more information on package details or Cayman Cookout, visit www.caymanislands.ky/cayman_cookout.

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of tiny islands is a premier destination for discriminating travelers, honeymooners and families. World renowned for its idyllic beaches and diving spots, and recognized as a sophisticated, diverse financial center, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit www.caymanislands.ky or www.divecayman.ky or call your local travel agent.



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CAYMAN AIRWAYS RE-INTRODUCES NON-STOP SERVICE BETWEEN WASHINGTON, DC AND THE CAYMAN ISLANDS

New York, New York, October 8, 2010 – Just in time for winter, Cayman Airways has announced the re-introduction of non-stop service from Washington, DC's Dulles International Airport to Grand Cayman to commence this December. The re-launch of this flight route allows Washington, DC and mid-Atlantic-area residents to easily escape the hustle of everyday life and head to the Cayman Islands for warm sun and relaxation this winter.

Effective December 18, 2010 – April 30, 2011, Cayman Airways will operate twice weekly service from Washington, DC to Grand Cayman on Wednesdays and Saturdays, using Boeing 737-300. For the discerning traveler, business class service is available.

Washington, DC, Dulles - Grand Cayman			
Flight	Departure	Arrival	Frequency
KX 591	2:00pm	5:30pm	Wednesday/Saturday
Grand Cayman – Washington, DC, Dulles			
Flight	Departure	Arrival	Frequency
KX 590	9:00am	12:30pm	Wednesday/Saturday

For more information on special Cayman Island deals and resort credits visit www.caymanislands.ky/dulles.

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NOT READY FOR FALL? ESCAPE TO THE CAYMAN ISLANDS FOR SAVINGS AND SUN



New York, New York – October 8, 2010 – The Cayman Islands is offering incredible savings for autumn travelers.

- From November 11 to November 21, the Cayman Islands will serve up 11 days of swashbuckling fun with the 33rd annual Pirates Week celebration. Authentic Caymanian culture will be celebrated through more than 30 events including live music, street games, parades, sports competitions, fireworks, costume contests, and the ever-popular mock pirate invasion. A special Pirates Week package, which starts at \$499 per person based on double occupancy, offers 3-nights' accommodations at Comfort Suites Grand Cayman, daily continental breakfast, hotel tax and service charges, roundtrip airfare from Miami International Airport, and roundtrip airport transfers. Visitors may also enjoy a 3-night, all-inclusive stay at Ramada Grand Caymanian Resort for \$125 per person based on double occupancy.
- For those with Caymanian friends and family, now is the time to visit. Visitors with island ties will enjoy a substantial 15% discount on CAL airfare as well as savings on select activities and accommodations. From bed and breakfasts to five star hotels, from diving and snorkeling to golfing and cocktail sipping, the friends and family package offers comfort and entertainment for all.
- Right now, it is even easier for visitors to fall in love with the Cayman Islands with two-for-one pricing on Cayman Airways flights, restaurants, water sports, and on-island activities. Available for booking up to December 14, 2010, travelers will also enjoy substantial discounts on the best accommodations across Cayman.
- Travel agents will enjoy exclusive deals on Cayman travel through October 31st, 2010. Cayman Airways is offering travel agents one complimentary ticket and one \$99 ticket for a companion. But, the savings do not stop there. Agents will also enjoy discounts on accommodations at some of Grand Cayman's hottest hotels and resorts.

For more information on the Cayman Islands or on any of these packages, please visit the www.caymanislands.ky.

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A WEEK OF SWASHBUCKLING FUN: CAYMAN ISLANDS CELEBRATES 33rd ANNUAL PIRATES WEEK



New York, NY, October 25, 2010 – The Cayman Islands invites travelers to join the 33rd annual Pirates Week celebration, a time-honored tradition which runs from November 11 to November 21. Caymanian culture will be celebrated through live music, street games, parades, sports competitions, fireworks, costumes, and an abundance of other activities. With more than 30 events over 11 days, non-stop fun for all ages is guaranteed.

The festival begins in Grand Cayman's capital, George Town, with a pirates' invasion, where two old-time sailing vessels loaded with "pirates" sail into the harbor. Thrilling fireworks, costume competitions, food festivals, and a Children's Fun Fair Day kick off the celebrations, and the festival continues through the week with Heritage Days across Grand Cayman and the sister islands of Little Cayman and Cayman Brac.

For those interested in some friendly competition, highlights of the week include the Cardboard Boat Race, 5K Sea Swim, 10K Run, Mickey Mouse Darts Tournament, and Underwater Treasure Hunt. Visitors will also have the chance to showcase their creativity in the Pirate Costume Competition and Miss Festival Queen Costume Competition. Pirates Week is not only a celebratory festival, but an ideal time for all to learn about the rich culture and heritage that make the Cayman Islands so distinct.

Pirates Week visitors can take advantage of incredible savings on flights and accommodations. Cayman Airways is offering Pirates Week deals from some of their top destinations:

From October 15-23, 2010,

- Round-trip from Miami to Grand Cayman starting at \$178.00
- Round-trip from Tampa to Grand Cayman starting at \$188.00
- Round-trip from New York to Grand Cayman starting at \$238.00

From October 24-November 6, 2010,

- Round-trip from Miami to Grand Cayman starting at \$198.00
- Round-trip from Tampa to Grand Cayman starting at \$208.00
- Round-trip from New York to Grand Cayman starting at \$238.00

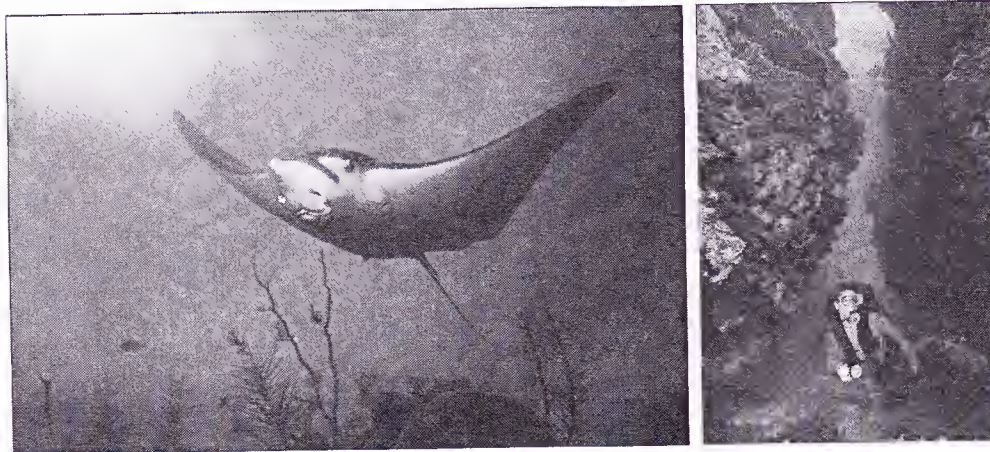
Pirates Week also offers a number of packages including a three night stay at Ramada Grand Caymanian Resort for \$125 per person sharing, and a three night package at Comfort Suites Grand Cayman, roundtrip airfare from Miami International Airport included, starting at \$499 per person sharing.

A schedule of events and additional information about Pirates Week can be found at www.piratesweekfestival.com. Additional information on packages can be found at <http://www.caymanislands.ky/promotions/piratesweek.aspx>.



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THE CAYMAN ISLANDS SHOWCASES ITS WRECKS AT DEMA 2010
Discover the Diving "Wrecks of the Cayman Islands" at DEMA 2010



Las Vegas, Nevada, November 17, 2010 – The Cayman Islands will introduce scuba diving enthusiasts to the "Wrecks of the Cayman Islands" at DEMA 2010 (Dive Equipment and Marketing Association) adventure dive show in Las Vegas, Nevada, November 17-20, 2010.

Attendees will be able to learn about the Cayman Islands' superlative dive sites from the top dive operators and tourism affiliates from across Cayman, including the Cayman Islands Department of Tourism, Cayman Airways, Sister Islands Hotel Association, Cayman Islands Hotel Association, Dive Tech, Ocean Frontiers, Sunset House, Little Cayman Beach Resort, Brac Reef, Indepth Watersports, Red Sail Sports, National Watersports Association and the Cayman Islands International Scuba Diving Hall of Fame.

In addition, for the supplementary value and benefit of DEMA attendees, the Cayman Islands will be offering a series of interactive educational sessions about diving in Cayman. These sessions, led by Caymanian diving experts and tourism affiliates, will introduce attendees to the "Dive 365" program, which promises to develop and maintain 365 dive sites across Cayman over the next five years, and the upcoming sinking of the U.S.S. Kittiwake on December 5th. It will also offer general information for divers to coordinate their next adventure to the Cayman Islands.

Ranked number one for its healthy marine environment and impressive visibility, the Cayman Islands maintains its prominent reputation for world-class diving with more than 250 dive sites currently in Grand Cayman, Little Cayman, and Cayman Brac. Cayman is also home to the famous Bloody Bay Wall and MV Captain Keith Tibbetts, two of the most popular sites in the world.

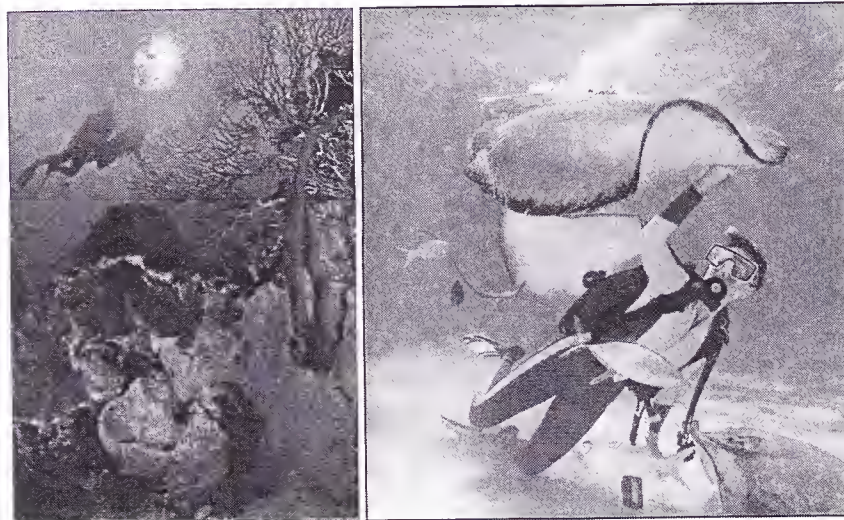
To learn more about this world-class diving destination and to receive the latest exciting dive news, visit the Cayman Islands booth at DEMA or check out the website at www.divecayman.ky.

Located 480 miles south of Miami in the vibrant tranquility of western Caribbean, this trio of tiny islands is a premier destination for discriminating travelers, honeymooners and families. World renowned for its idyllic beaches and diving spots, and recognized as a sophisticated, diverse financial center, the Cayman Islands offer spectacular recreational opportunities along with warm, impeccable service. To learn more about the Cayman Islands, visit www.caymanislands.ky or www.divecayman.ky or call your local travel agent.



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THE CAYMAN ISLANDS OFFERS DIVING DEALS FOR DIVERS AT DEMA 2010



LAS VEGAS, NEVADA, November 15, 2010 – The Caribbean's premier diving destination, the Cayman Islands, will be offering amazing deals at this year's DEMA (Dive Equipment and Marketing Association) adventure dive show in Las Vegas, Nevada, November 17 – 20, 2010. At this year's event, the Cayman Islands will be inviting divers to discover Cayman's waters with discounts on some of leading dive operators and tourism affiliates from across the islands.

- Divetech Cobalt Coast is offering substantial savings to groups with a free night, dive day and meal day when they buy seven nights, six dive days, and a full meal plan from January 2 to August 27, 2011. They are also offering a fifth night free and 31% off dive bookings from October 21 to December 17th. To qualify for the DEMA special, divers must put down a \$1000 deposit by December 15, 2010.
- DEMA attendees who stay at Paradise Villas, Little Cayman's all oceanfront resort, will enjoy a seventh night free, one free day of diving per person, and \$25 restaurant voucher. Visitors must use the code PVDEMA10 to book.
- The new Brac Reef Beach Resort in Cayman Brac is offering a set rate of \$1495 for seven nights' accommodations, six days of three tank dives, all meals included and three cocktails daily, and all additional taxes, transfers, and service fees for DEMA bookers.
- CaribSands Beach Resort will offer seven nights and five days of two-tank dives for \$1099 per person for a double bedroom.
- The Southern Cross Club, Little Cayman, invites guests to enjoy an extra night and dive day with a six night stay and 2 TDive Package. Available from May 15 through November 15, 2011, travelers must use the code DEMA2010 to enjoy this deal.

- The Reef has teamed up with Red Sail Sports to offer two amazing deals. A five-night stay in a beachfront studio or one bedroom will include daily continental breakfast, three two-tank morning dives, a complimentary Sunset Sail, and 50% off night dives starting at \$589 per person. Starting at \$899 per person, seven-night stay in a beachfront studio or one bedroom will include daily continental breakfast, five two-tank morning dives, a complimentary Sunset Sail, and 50% off night dives. The Reef also promises guaranteed diving for your vacation. If guests cannot dive for any reason, accommodations and diving will be free. These packages are available from April 30th to December 20th, 2011.
- Divers will enjoy seven nights at the Cayman Breakers for only \$880 based on double occupancy.
- Red Sail Sports will be offering discounted rates on packages including daily two-tank boat dives, a free sunset sail, a free catamaran ride to Rum Point, 50% off night dives and one-tank afternoon dives, and a 10% retail discount for bookings between January 2 and December 19, 2010. These packages can be booked alone or paired with stays at luxury resorts, such as the Grand Cayman Marriott Beach Resort, The Grand Cayman Beach Resort, and the Westin Casuarina Resort and Spa.

DEMA attendees will also enjoy discounts on Cayman Airways airfare from gateway cities such as New York, Miami, Chicago, Washington D.C., and Tampa.

To learn more about this world-class diving destination and to receive the latest exciting dive news, visit the Cayman Islands booth at DEMA 2010 or check out the website at www.divecayman.ky.

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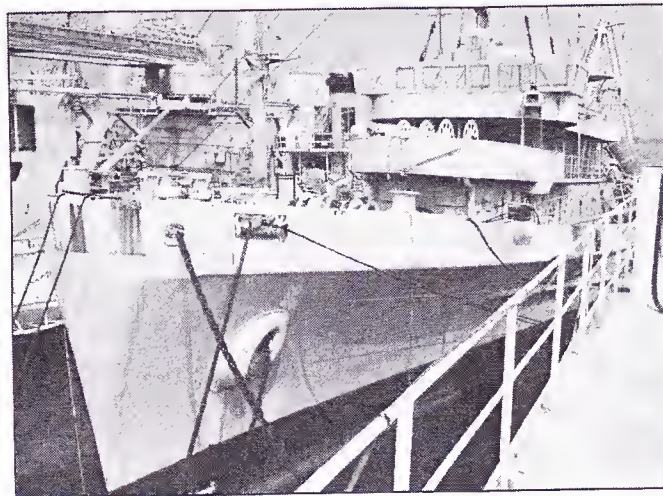
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DECOMMISSIONED NAVAL SHIP, ex-USS *KITTIWAKE*, TO SINK IN CAYMAN ISLANDS

New York, New York, November 18, 2010 – On December 5th, 2010, the decommissioned naval ship, the *Kittiwake*, will be sunk off the northern end of Grand Cayman's Seven Mile Beach after approximately seven years of planning. This represents the single most significant occurrence in Cayman's dive industry for a decade, and marks the first time that a US MARAD (United States Maritime Administration) ship has been donated to a foreign country for the creation of an artificial reef to preserve the marine environment.

The *Kittiwake* will leave the U.S. in the coming days and will be towed to Grand Cayman. The 251-foot historic ship, which was in service for more than 50 years, since 1945, will be sunk in 65 feet of crystal clear water, providing easy access of the site for both divers and snorkelers.

Originally commissioned as a Chanticleer-class submarine rescue ship in the United States Navy during World War II, the 5-deck, 2200-ton *Kittiwake* will soon become incredibly important to the future of Scuba diving in the Cayman Islands, a destination renowned for its underwater world and dive possibilities. Prior to sinking, the *Kittiwake* will be thoroughly prepared with the removal of all hazardous materials and chemicals to ensure that they will not leach into Cayman waters, or pose any potential threats to divers and snorkelers. In addition to providing yet another exciting wreck for exploration, the ship's sinking further proves the Cayman Islands' commitment to protecting its renowned reefs from environmental overuse by providing necessary relief for the destination's most frequently visited dive sites.



Kittiwake being prepared to leave for the Cayman Islands.

The *Kittiwake* will become an instant habitat for a wide variety of marine life. With multiple vertical and horizontal cutouts enabling natural light to fill the ship, divers will be able to explore the ship in its entirety immediately after sinking. This landmark wreck joins MV Captain Keith Tibbetts, a Russian Frigate sunk off the coast of Cayman Brac, reinforcing the Cayman Islands' position as a leader of the artificial reef movement.

"It is wonderful to see this project move to the next phase with the Cayman Islands now owning the *Kittiwake*," said Shomari Scott, Acting Director of Tourism. "The Cayman Islands Department of Tourism anticipates that the *Kittiwake* will create a lot of buzz and visitor arrivals as it is new, exciting, and highlights Cayman's significant dive and water-based tourist market."

The *Kittiwake* was selected for the reefing project due to her size and height being suitable for Cayman waters, as well as her overall weight, being a heavy, solid steel ship with 18 bulkheads. This type of ship will have the longest life underwater and will be less susceptible to break-up and damage due to storms.

The sinking of the *Kittiwake* also serves as a supplement to Dive 365, an on-going project to establish a dive for every day of the year, ensuring that Cayman's unrivalled, magnificent marine life will be available for further generations to explore.

For more information about the sinking of the *Kittiwake*, please visit www.kittiwakecayman.com.

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KITTIWAKE SET TO MAKE A SPLASH IN THE CAYMAN ISLANDS

Las Vegas, Nevada, November 22, 2010 – On November 20th, 2010, the decommissioned US Naval Submarine Rescue Ship (ASR-13), the *Kittiwake*, left the Dominion Marine Group shipyard in Norfolk, Virginia, en-route for the Cayman Islands. The *Kittiwake*, which will become an instant habitat for the variety of marine life, is on schedule to be sunk on December 5th, 2010, off Grand Cayman's gorgeous Seven Mile beach.

Originally commissioned as a Chanticleer-class submarine rescue ship in the United States Navy during World War II, the 5-deck, 2200-ton *Kittiwake* will soon become incredibly important to the future of scuba diving in the Cayman Islands, a destination renowned for its underwater world and dive possibilities. This represents the single most significant occurrence in Cayman's dive industry for a decade, and marks the first time that a US MARAD (United States Maritime Administration) ship has been donated to a foreign country for the creation of an artificial reef to preserve the marine environment.

A number of events will surround the sinking of the *Kittiwake* including:

- **Press Conference:** (for media) Saturday, December 4th from 10 AM – 11 AM
- **Topside Viewing of *Kittiwake*:** (for media) Saturday, December 4th from 11 AM – 11.45 AM
- **On-board Dedication Ceremony:** Saturday, December 4th from 12 PM – 12.30 PM
- ***Kittiwake* Open to Public:** Saturday, December 4th from 1.30 PM – 4.30 PM
- ***Kittiwake* Sinking:** Sunday, December 5th from 10AM
- **Cocktail Reception and Silent Auction:** Sunday, December 5th from 6 PM – 8 PM
- **First Dive, Snorkel, and Semi-Sub trip:** Tuesday, December 7th

"The *Kittiwake*'s journey to the Cayman Islands has been several years in the making," said Nancy Easterbrook CITA Project Manager and past CITA Board Member, "and we are delighted that she will soon be providing a new and exciting dive and snorkeling experience, as well as creating yet another habitat for marine life in the Cayman Islands. The wreck will join the MV Captain Keith Tibbetts, a Russian Frigate sunk off the coast of Cayman Brac, reinforcing the Cayman Islands' position as a leader of the artificial reef movement."

For the latest updates, and more information about this upcoming underwater shipwreck attraction in the Cayman Islands, please visit www.kittiwakecayman.com.

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**THE CAYMAN ISLANDS TOPS THE CHARTS OF
CARIBBEAN TRAVEL & LIFE'S READERS' CHOICE BEST OF THE CARIBBEAN**



New York, New York, February XX, 2011 – The Cayman Islands topped the charts of *Caribbean Travel & Life's* Best of the Caribbean issue, as voted on by over 250,000 of the magazine's discerning readers. In the magazine's February 2011 issue, the Cayman Islands' picturesque Seven Mile Beach was recognized as the Best Beach across the Caribbean.

In addition, the Cayman Islands was recognized as home to the Caribbean's Best Small Resort and Best Resort Spa and was voted runner up for the Best Island to Live on, Best Snorkeling and Diving, Best Restaurant, and Best Bang for the Buck Resort categories. Little Cayman Beach Resort was voted Best Small Hotel, and Silver Rain, a La Prairie Spa at The Ritz-Carlton, Grand Cayman, was voted Best Resort Spa. The Cayman Islands also received an honorable mention for the Best Island to Live on and Best Snorkeling and Diving categories. The Cracked Conch, where guests can scuba dive directly off the deck, was noted for Best Restaurant, and Sunset House was recognized in the Best Bang for the Buck category. The Cayman Islands' Tortuga rum was voted one of the Caribbean's best.

The Caribbean Travel & Life article confirms the superlative standard of the Cayman Islands as a destination. From delicious dining and plush accommodations to world-class diving and luxurious pampering, the Cayman Islands offers all the key ingredients for the perfect vacation.

For additional information on the Cayman Islands, please visit the website at www.caymanislands.ky.

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THE CAYMAN ISLANDS DEPARTMENT OF TOURISM APPOINTS
NEW GENERAL MANAGER FOR USA NATIONAL OFFICE



Grand Cayman, Cayman Islands, March 2, 2011 – Just in time for the launch of the new Caymankind marketing campaign, the Cayman Islands' Department of Tourism has welcomed Thomas Ludington, an accomplished, top national-sales performer and veteran of the leisure travel industry, as the general manager of its US National Office.

Reporting to the DOT's Deputy Director for International Marketing and Promotions, Mr. Ludington will oversee the operational aspects of the Cayman Islands' marketing activities in the USA. This involves directing its annual advertising and promotion activities, internet and direct marketing, brand management and development, research and reporting, management and development of staff, operations, administrative and financial management as well as managing US industry relations and affinity groups, wholesales and other stakeholder groups.

Mr. Ludington is joining the DOT from LibGo Travel Inc., where he served in various senior roles, the most recent being Vice President, Product USA. He also served the company as Vice President of Marketing for Hawaii, Tahiti, US West, and Ski and Director of Advertising.

Mr. Ludington comes to the post with a proven track record in destination marketing, managing department's

business plans, overseeing staff and developing and maintaining supplier relationships including hotel chains, car rentals and theme parks. Over a 32-year career, he has demonstrated expertise in a wide range of marketing solutions including advertising, broadcast and print media, sports marketing, database segmentation and lead generation strategy. He has a Bachelor of Arts degree in Communications from Seton Hall University, New Jersey.

Commenting on his appointment, Acting Director of Tourism, Shomari Scott stated: "With the strength of his experience and expertise in destination marketing and vacation products, developing and managing partnership relations in the travel and leisure industry and leading teams in the previous roles in which he worked, Mr. Ludington is a welcome addition to the DOT's operations, as we seek to increase our visitor numbers, improve our visibility as a destination and bring new excitement to our brand and marketing in an increasingly competitive environment. I am pleased to welcome him to the DOT team and look forward to working with him."

For his part, Mr. Ludington is excited to join the Cayman Islands Department of Tourism. "I am looking forward to my new role and to working with the rest of the DOT team both in the Cayman Islands and the USA as well as our agency partners to deliver a results-based management of marketing operations in what is its most significant market. I am looking forward to the challenge of leading a holistic and exciting marketing approach for the Cayman Islands that will result in the increase in visitor numbers, new market segments and brand visibility that the Islands deserve," he stated.